GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4536
ANSWERED ON:29.03.2017
Expenditure on Advertisements
Samal Dr. Kulamani

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether any direction has been issued to all the Government departments/public undertakings to route their advertisements through Directorate of Advertising and Visual Publicity;

(b) if so, the details thereof;

(c) whether there is any proposal to ease the eligibility conditions for empanelment of newspapers to promote those published in remote areas and Regional languages; and

(d) if so, the details thereof and if not, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) & (b) Yes, Sir. The Government of India has laid down Print Media Advertisement Policy-2016. As per Clause 3 of the above-mentioned policy, all Central Government Ministries / Departments / Attached and Subordinate Offices/Field Offices shall route their advertisements, including display advertisements, through DAVP (Directorate of Advertising and Visual Publicity). They may issue tender notices directly to empanelled newspapers only at DAVP rates.

Directions have also been issued in this regard from time to time.

(c) & (d) Government of India has formulated the Print Media Advertisement Policy-2016, which is available on DAVP's website, i.e. www.davp.nic.in. The above policy has incorporated certain provisions for relaxing the eligibility criteria for empanelment of newspapers.

This has been done to promote these newspapers published in remote areas and regional languages. The details of which are as under:

(i) A newspaper/journal should have a minimum paid circulation of not less than 2000 copies for being considered for empanelment. However, newspapers/journals published in remote areas need to have substantiated minimum paid circulation of only 500 copies per publishing day.

(ii) Empanelment of newspapers/journals published from remote areas are considered by the Panel Advisory Committee as per the provision of the above policy on priority basis.

(iii) The qualifying period for all regional language newspapers has been reduced to 12 months in the new Policy in place of 18 months in the earlier policy.

(iv) The newspapers/journals published from remote areas can be considered for empanelment after 6 months of regular and uninterrupted publication. In case of all regional & other languages, the qualifying period is 12 months.

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